

Fashion Calendar 1948

Nov. 29
1948

JANUARY

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FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 26, 1948</u>			
Just Published	"SALES PROMOTION CALENDAR FOR 1949"	NATIONAL RETAIL DRY GOODS ASS'N	100 WEST 31ST STREET
	Annual 32-page guide book for retailers, manufacturers and advertising agencies in planning their promotional activities. There is a check list on how to plan a store-wide event, typical forms to use in sales promotion operations, statistics showing the amount of business each major store department does each month as compared with the total amount of annual business, and listings of leading nation-wide promotion events. Price: \$2.00 to NRDGA members; \$4.00 to non-members. Publicity: Howard P. Abrahams, Manager, Sales Promotion Div., NRDGA, CH. 4-8780.		
Now Showing 10:00 A.M.- 5:00 P.M.	FRENCH ADAPTATIONS IN CONTRASTING TEXTURES	DAVID WESTHEIM	1400 BROADWAY SHOWROOM
	David Westheim is showing a group of textured dresses - faille with velvet, checked taffeta with velvet, faille with linen, and striped surahs. For appointment, contact: Stephanie Frey, Robbins and Barber, MU. 5-0863.		
Beginning Friday Nov. 26- Dec. 3	RESORT AND SUMMER HANDBAG COLLECTION	KORET	33 EAST 33RD STREET SHOWROOM
	Koret will present their Resort and Summer bag collection, beginning Friday, Nov. 26. For appointment, contact: Eleanor Lambert, PL. 5-8580.		

WEEK BEGINNING MONDAY, NOVEMBER 29, 1948

Beginning Monday Nov. 29	SPRING AND RESORT SWEATERS AND "T" SHIRTS	GARLAND KNITTING MILLS	1410 BROADWAY SHOWROOM
	Spring and Resort collection of Garland Knitting Mills' exciting line of sweaters and "T" shirts in unusual styles and colors for Resort through Summer wear. Publicity: Doris A. Weston Fashion Counselors, MU. 9-2436.		
Monday Nov. 29 2:00 P.M.	POPULAR PRICE SHOE FASHION SHOW	SHOE CHAIN STORES; SHOE & LEATHER ASSN.	HOTEL COMMODORE GRAND BALLROOM
	Fashion Clinic and Style Show of the Popular Price Shoe Show of America, the official volume show sponsored by the Nat'l Ass'n of Shoe Chain Stores and the New England Shoe and Leather Ass'n during Market Week, Nov. 29 - Dec. 2. Fashion director: Ann R. Silver, MU. 7-8654. Co-managers: Edward Atkins and Maxwell Field, MU. 2-8705.		
Monday Nov. 29 7:30 P.M.- 9:30 P.M.	NINTH SESSION: FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BEEKMAN TOWER HOTEL 3 MITCHELL PLACE
	Subject: "Editorial--Magazines (High Fashion and Volume), Newspapers." Speakers: Maxine Bentley, Charm; Jessica Daves, Vogue; Mary Wells Ridley, N.Y. World Telegram. There will be a lapse of two weeks to write essays. Price for each lecture: \$2.00. Contact: The Fashion Group, Inc., CL. 7-3940.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 29 8:00 P.M.	OPENING: METROPOLITAN OPERA'S 64TH SEASON Luxurious fashions will be on view at the Grand Opening of the 1948-49 Metropolitan Opera Season, with Verdi's "Otello" as the curtain raiser. Publicity: Margaret Carson, FE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH STREET

OPENING NIGHT BOX-HOLDERS AT THE METROPOLITAN OPERA

For the convenience of fashion reporters who want to know who's who in the Diamond Horseshoe on Opening Night at the Met., FASHION CALENDAR again publishes this list of Opening Night box-holders and their box numbers, released exclusively by N.W. Ayer (in the interest of diamonds, of course) and in cooperation with the Metropolitan Opera Company:

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| 1. Mr. McNair Ilgenfritz | 2. Mr. and Mrs. Beverley Bogert |
| 3. Mrs. Cornelius Vanderbilt | 4. Anonymous |
| 5. The Misses Wetmore | 6. Mrs. Reginald Townsend |
| 7. Mr. and Mrs. Cornelius Dresselhuys | 8. Mr. and Mrs. Donald P. Blagden |
| 9. Duchess de Talleyrand | 10. Mrs. John Hubbard |
| 11. Mr. Robert Reud and
Mrs. Eli Tullis Watson | 12. Mr. and Mrs. Leo Lances and
Miss Edith Lances, Mr. B. P. Sacks |
| 13. Mr. and Mrs. Myron Taylor | 14. Mr. George H. Clifford and
Mr. and Mrs. Curtis E. Calder |
| 15. Mrs. Bates-Batcheller and
Madame Draper Boncompagni | 16. Mrs. George W. Crawford |
| 17. Mr. and Mrs. Fred O. Schoeffler | 18. Mr. and Mrs. Frederick T. Bonham |
| 19. Mr. and Mrs. Charles H. Revson | 20. Mr. and Mrs. Edward F. Hutton |
| 21. Mr. and Mrs. H.J. Berns | 22. Mr. and Mrs. J.C. Penney |
| 23. Mr. Edward Johnson | 24. Hon. and Mrs. George J. Beldock |
| 25. Dr. and Mrs. Reginald Burbank | 26. Mr. and Mrs. Irving Geist |
| 27. Mr. and Mrs. Byron C. Foy | 28. Mr. Benjamin Rosenthal |
| 29. Mr. and Mrs. De Witt TerHeun | 30. Mr. and Mrs. Alexander McLanahan |
| 31. Mr. and Mrs. Clifford N. Carver | 32. Mrs. Franklin G. Terry |
| 33. Mr. and Mrs. Robert M. Field | 34. Mrs. J.B. Haggin |
| 35. Miss Jane Watson--Miss Margaret Truman, Guest of Honor | |

Monday Nov. 29- Dec. 3	NATION-WIDE CROCHET CONTEST EXHIBIT Twenty-five hundred first prize winning crocheted pieces from fairs through the country, in New York for final judging in the Nation-Wide Crochet Contest, will be exhibited to the public, Tuesday, Nov. 30 through Thursday, Dec. 2, from 10:00 A.M. to 9:00 P.M.; Friday, Dec. 3, from 10:00 A.M. to 12:00 Noon. Admission 25¢. Press Party, Monday, Nov. 29, from 4:00 P.M. to 7:00 P.M., by invitation only. Publicity: George Pounder, National Needlecraft Bureau, Inc., LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU, INC.	HOTEL McALPIN WINTER GARDEN
Nov. 29	SPRING FASHION WEEK IN TORONTO, CANADA.		
Tuesday Nov. 30 1:00 P.M. Luncheon	CHRISTMAS GIFTS AND CHRISTMAS JEWELS Black, Starr & Gorham will present "the ultimate" in Christmas gifts and Christmas jewels from the most simple to the most fabulous. Gowns from Fira Benenson. Press by invitation. Public by reservation. Contact: "Charles", headwaiter, PL. 3-4600, Ext. 20. Publicity for Black, Starr & Gorham: John Willim, PL. 7-8100. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	BLACK, STARR & GORHAM	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 30 5:00 P.M. Cocktails	PRESS PREVIEW OF MIDSEASON MILLINERY Showing of Midseason and early Spring Millinery for the press. Attendance by invitation only.	JEANETTE - HILDEGARD	724 FIFTH AVENUE SALON (SUITE 1001) TE. 8-8000.
Wednesday Dec. 1 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW Milgrim will present a luncheon showing of custom-made fashions for Holiday wear. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Wednesday Dec. 1 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Resort and early Spring millinery by Paulyne Holt will be presented during luncheon. Furs by Dein-Bacher. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	PAULYNE HOLT (328 PARK AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 1 5:00 P.M.- 6:30 P.M. Cocktails	HANDKNIT BABY THINGS BY BLIND WORKERS Lighthouse Craftshop Christmas Party, introducing new Xmas gifts and featuring pink, blue and white baby clothes, in "Wonderized" yarn, hand-knit by blind workers. Attendance by invitation only. Publicity: Louise Kintner, VO. 5-2200.	LIGHTHOUSE CRAFTSHOP	111 EAST 59TH STREET
Beginning Wednesday Dec. 1	SPRING AND RESORT BELT COLLECTION Spring and resort collection of Criterion Belts stressing new techniques in fashion trends, textures and colors. Contact: Doris A. Weston Fashion Counselors, MU. 9-2436.	CRITERION BELTS	16 EAST 34TH STREET SHOWROOM
Thursday Dec. 2 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON PRESENTATION "Hats Around The Clock" -- Holiday and Resort millinery by Roger Arden. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 9-3000, Ext. 176. del Arden Publicity: Muriel Francis, PL. 9-5693. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	HOUSE OF del ARDEN (225 EAST 51st ST.)	HOTEL PLAZA TERRACE ROOM
Thursday Dec. 2 2:30 P.M.	"SOUTH TO THE SUN"-- CRUISE FASHIONS Gimbels will present "South To The Sun"--a fashion showing of dresses, suits and coats at the opening of their cruise shop. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Thursday Dec. 2 4:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF NYLON FABRICS TO PRESS Preview of exciting new sheer Du Pont nylon fabrics designed by William Winkler, at a "Dansant Party" for the press. (Note change of date.) Contact: Vera Milow, promotion director for William Winkler, WI. 7-4613. Fashion Show Publicity: Rosemary Sheehan, CI. 7-8060.	WILLIAM WINKLER FABRICS (BLUE RIDGE TEXTILE CO.)	RITZ-CARLTON HOTEL CRYSTAL GARDEN
Friday Dec. 3 9:30 A.M. Breakfast	PRESS PREVIEW OF PARIS FASHIONS Presentation by Alex Maguy of Paris, showing coats, suits and rainwear. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ALEX MAGUY - PARIS	HOTEL PLAZA CRYSTAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Dec. 6 12:30 P.M. Luncheon	DISCUSSION OF PERFUME SURVEY Report on a new Perfume Survey by The Toilet Goods Association, at a luncheon for beauty editors and the trade press. Attendance by invitation only. Publicity: Kay Fitzpatrick, CO. 5-5443.	TOILET GOODS ASSN., INC.	WALDORF-ASTORIA PERROQUET SUITE
Monday Dec. 6- Dec. 23	SPECIAL CHRISTMAS SHOPPING SCHEDULES Department stores will have the following shopping hour schedules for Christmas. Regular closing hours on Saturdays, unless otherwise indicated: ABRAHAM & STRAUS (beginning Dec. 8) 9:30 A.M. to 9:00 P.M. L. BAMBERGER & CO. (Newark - " ") 9:30 A.M. to 9:00 P.M. BLOOMINGDALE'S 9:45 A.M. to 9:00 P.M. GIMBEL BROTHERS 9:30 A.M. to 9:00 P.M. (Incl. Sat.) HEARN'S (beginning Dec. 9) 10:00 A.M. to 9:00 P.M. (Incl. Sat.) FREDERICK LOESER (beginning Dec. 8) 9:30 A.M. to 9:00 P.M. MACY'S (beginning Dec. 8) 9:45 A.M. to 9:00 P.M. MARTIN'S (beginning Dec. 13) 9:45 A.M. to 9:00 P.M. JAMES McCREERY 9:30 A.M. to 9:00 P.M. SAKS 34TH STREET 9:30 A.M. to 9:00 P.M. (Incl. Sat.) STERN'S (beginning Dec. 8) 9:45 A.M. to 9:00 P.M. The following stores will not be open evenings: Altman's, Henri Bendel, Bergdorf Goodman, Best, Bonwit Teller, De Pinna, Gunther, Jay Thorpe, McCutcheon's, Milgrim, Peck & Peck, Russeks, Saks Fifth Avenue and The Tailored Woman.	DEPARTMENT STORES	NEW YORK CITY BROOKLYN, NEWARK
Dec. 7	SEVENTH ANNIVERSARY OF PEARL HARBOR. (Tuesday)		
Tuesday Dec. 7 1:00 P.M. Luncheon	CASUAL FASHIONS AT LUNCHEON SHOW The Cotton Shop will present a luncheon showing of casual fashions for Resort and early Spring. Press by invitation. Public by reservations: contact: PL. 3-4600, Ext. 20. Cotton Shop Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Dec. 7 4:15 P.M.- 8:00 P.M. Champagne Dinner	PRESS FLIGHT TO PREVIEW "GOLDEN COMET WARDROBE" Air France will invite the press on a special flight to preview "A Golden Comet Wardrobe", styled by Bonwit Teller, showing resort and early Spring fashions. Champagne dinner will be served. Attendance by invitation only. Publicity for Air France: Ellis Reed, PL. 9-7000. Bonwit Teller Publicity: Carolyn Haight, EL. 5-6800.	AIR FRANCE; AND BONWIT TELLER	AIR FRANCE STATION 683 FIFTH AVENUE
Wednesday Dec. 8 1:00 P.M. Luncheon	SHOES AND ACCESSORIES AT LUNCHEON SHOW I. Miller will present shoe and accessory fashions for resort wear during luncheon. Press by invitation. Public by reservation; contact: "Frank" Sert Room headwaiter, EL. 5-3000. I. Miller Publicity: Helen Horchler, BR. 9-2000. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.	I. MILLER & SONS, INC.	WALDORF-ASTORIA SERT ROOM
Wednesday Dec. 8 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Showing of dawn to dusk custom-order fashions, designed by Oleg Cassini. Jewels from Van Cleef and Arpels. Press by invitation. Public by reservation. Pierre Publ.: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	CASSINI-DARDICK (16 EAST 55TH ST.)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 14 1:00 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Resort fashions by Frances Sider, which will be available at Franklin Simon, will be shown during luncheon. Press by invitation. Public by reservation; contact: "Charles", headwaiter, PL. 3-4600, Ext. 20. Frances Sider Publicity: Terry Mason, BR. 9-3790. Franklin Simon Publicity: Lenore Benson, WI. 7-9600. Ritz Publicity: Marion Morrison, PL. 3-4600.	FRANCES SIDER; & FRANKLIN SIMON	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Dec. 15 12:15 P.M. Luncheon	READY-TO-WEAR LUNCHEON MEETING The Fashion Group will have their ready-to-wear luncheon meeting. More details later. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 15 1:00 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOW Russeks will present Resort and Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Dec. 22	NO REGULAR LUNCHEON FASHION SHOW AT WALDORF-ASTORIA (CHRISTMAS WEEK).		
Dec. 25	CHRISTMAS DAY (Saturday).		
Tuesday Dec. 28 3:00 P.M.	SHOWING OF JUNIOR FASHIONS FOR WINTER Junior Fashion Show presenting suits, coats and dresses for Winter wear. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.	SAKS 34TH STREET	2ND FLOOR YOUNGER SET SHOP
Dec. 29	NO REGULAR LUNCHEON FASHION SHOW AT WALDORF-ASTORIA (NEW YEAR'S WEEK).		
Dec. 31	NEW YEAR'S EVE. (Friday).		
Jan. 1	NEW YEAR'S DAY (Saturday).		
Tuesday Jan. 4 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Walter Florell will present his Spring Millinery to the press during breakfast. Attendance by invitation. Publ.: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Tuesday Jan. 4 4:00 P.M. Cocktails	SPRING MILLINERY PREVIEW FOR PRESS Millinery fashions for Spring by Mary Goodfellow will be presented to the press. By invitation only. Contact: MU. 8-3787.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Wednesday Jan. 5 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING MILLINERY Lenesta will present her Spring Millinery collection to the press. Attendance by invitation only. Contact: PL. 5-6030.	LENESTA	15 EAST 53RD STREET SALON
Wednesday Jan. 5 12:00 Noon Luncheon	PRESS SHOWING OF SPRING MILLINERY Presentation of Spring millinery by Madame Pauline. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MADAME PAULINE	6 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 5 4:00 P.M. Cocktails	PREVIEW OF SPRING MILLINERY FASHIONS Laddie Northridge will present his Spring millinery to the New York press and buyers. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 5 5:00 P.M.	PREVIEW: SPRING HOSIERY SHADES AND STYLES Bryans "January Thaw" Party. Attendance by invitation only. Publicity: Mary Williamson Hooker, Cecil & Presbrey, PL. 5-8200.	BEAUTIFUL BRYANS OF CHATTANOOGA	PARK LANE HOTEL PETIT SALON
Thursday Jan. 6 10:00 A.M. Breakfast	SPRING MILLINERY-- PRESS PREVIEW Press showing of Sally Victor's new millinery for Spring. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday Jan. 6 12:00 Noon Luncheon	PRESS PREVIEW OF MILLINERY FASHIONS Presentation of Spring Millinery by Emme at a press showing. Attendance by invitation only. Contact: MU. 8-1689.	EMME	21 EAST 56TH STREET SALON
Friday Jan. 7 12:15 P.M. Luncheon	MILLINERY FASHION SHOW AT LUNCHEON The Fashion Group will present a millinery fashion show during luncheon. More details later. Price (including tax and tip); \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Monday Jan. 10- Jan. 14	THIRTY-EIGHTH ANNUAL CONVENTION "Democracy Works Here" is the general theme of the NRDGA Convention this year. There will be thirty-three sessions, with meetings for management, controllers, personnel executives, store managers, sales promotion and advertising directors, credit men and executives of smaller volume stores. Contact: NRDGA, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N.	HOTEL PENNSYLVANIA
Tuesday Jan. 11 4:00 P.M. Cocktails	PRESS PREVIEW: NEW COTTON COLLECTION "Cottons Are in the Picture Again for 1949"--new cotton collection by Jerry Parnis will be presented to the press at a cocktail party. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 11 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press, sponsored by the Trade Promotion Committee of the Millinery Stabilization Commission. Reservations: Dinner and show, \$17.50 (including tax); Mezzanine; show only, \$8.50 (including tax). Show at 8:30 P.M. For tickets contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 12 9:30 A.M. Breakfast	LINGERIE SHOWING AT FRONTIER BREAKFAST Henson of Texas presents their nylon tricot lingerie at a Texas Frontier Breakfast in the Wedgwood Room of the Waldorf-Astoria. For press and trade. By invitation only. Contact: Jean Graham, PL. 5-9300.	JOHN W. HENSON & SONS (GREENVILLE, TEXAS)	WALDORF-ASTORIA WEDGWOOD ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 12 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Preview of Spring Millinery fashions by Florence Reichman. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Wednesday Jan. 12 5:00 P.M. Cocktails	COCKTAIL SHOWING OF "BIJOUX DE PRINTEMPS" Presenting the Spring Collections of both La Tausca pearls and jewelry by Dorel, co-ordinated with new ready-to-wear fashions. For trade and press, by invitation only. Show coordinator: Helen Faith Keane. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER	HOTEL AMBASSADOR AMBASSADOR GARDENS
Thursday Jan. 13 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. Fred Frederics of John Frederics, Inc., will present his Spring millinery collection to the press. Attendance by invitation only. Publicity: Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Jan. 14	MARCH OF DIMES CAMPAIGN (Jan. 14 - Jan. 31)		
Wednesday Jan. 19 12:30 P.M. Luncheon	FASHION AND FABRICS AT LUNCHEON SHOW Presentation of Spring costumes created by leading designers in John Walther Fabrics. Press and trade by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE

CHRISTMAS ACTIVITIES IN LOCAL STORES

Now Going On	CLOWNS AS ASSISTANTS TO SANTA CLAUS Two clowns will assist Santa Claus in distributing books and crayons to the children. For the twenty-fourth year, the Sue Hastings Marionettes will perform in the Fulton Street windows. Publicity: Jean Lee, TR.5-7200.	ABRAHAM & STRAUS BROOKLYN	8TH FLOOR
Now Going On	SANTA CLAUS ON VELVET THRONE Santa Claus is surrounded by red and green velvet and there is a ferris wheel in the background as part of the Toy Fair. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	6TH FLOOR
Now Going On	"721 STAG CLUB" FOR MALE SHOPPERS Bonwit Teller's Stag Club (of about 30 girls), will assist men in selec- ting Christmas gifts for women. Publicity: Carolyn Haight, EL. 5-6800.	BONWIT TELLER	2ND FLOOR
Now Going On	"ROUNDUP LOUNGE" FOR XMAS SHOPPERS The "Roundup Lounge" on the 4th floor will again be converted into a Christmas gift shop. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON	4TH FLOOR
Now Going On	SANTA CLAUS ARRIVES AT GIMBELS Gimbels will offer a merry-go-round ride for 30¢ (already operating), and Santa will present each child with a surprise package. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR

(Continued)

DATEWHAT'S GOING ONGIVEN BYWHERECHRISTMAS ACTIVITIES IN LOCAL STORES (Continued)

Now Going On	"GIFT BAZAAR" OF XMAS SUGGESTIONS Christmas "Gift Bazaar", with accessories and Xmas gift suggestions on Gunther's third floor. Publicity: Nona James, VO. 5-3440.	GUNTHER	3RD FLOOR
Now Going On	DAILY LUNCHEONS WITH SANTA CLAUS Santa will have lunch with the children each day until Christmas, discussing their special Xmas desires. Luncheon at 11:00 A.M. (\$1.50 for mother and child). By reservation only. The Toy Fair, on the 2nd floor, will feature a ride on a "rocket express". Price, 9¢. Publicity: Constance Bray, Mitchell 2-8000, Ext. 392. (Newark)	KRESGE-NEWARK 715 BROAD STREET	7TH FLOOR
Now Going On	JINGLE BELL BALLOONS FOR THE CHILDREN Santa Claus will present balloons filled with Jingle Bells to every child. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	7TH FLOOR
Now Going On	TOY CIRCUS AND SANTA CLAUS The toy department will be arranged like a circus and "Kiddie Kandid" pictures (price \$1.00) of the children will be taken with Santa Claus. Publicity: Jean Saville, WI. 7-7000.	JAMES McCREERY & CO.	6TH FLOOR
Now Going On	" A TRIP TO ESKIMO LAND" -- XMAS SHOW Macy's wonderland for children with the color and wintry atmosphere of the North Pole, including a dog sled and a team of four real huskies. Santa will be on the 7th floor. Publ.: Helen Law, OH. 4-2000, Ext. 2554.	MACY'S NEW YORK	5TH FLOOR
Now Going On	GIFTS FOR CHILDREN AND SPECIAL MOVIES Santa Claus will present gift packages (15¢) to the children. There will be miniature train rides (12¢), midget movies (5¢) and "Jolly Pete" the clown. Publicity: Pauline Green, TR. 5-5700.	NAMM'S BROOKLYN	4TH FLOOR
Now Going On	GIFT COUNSELLORS TO AID SHOPPERS Once again, Saks Fifth Avenue will have fifteen gift counsellors to aid Christmas shoppers. They will wear green and gold rosettes on their blouses so they may be recognized. (The Saks Fifth Ave. toy department is at 14 East 50th Street.) Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	6TH FLOOR
Now Going On	OPENING OF SHOP FOR MEN'S GIFTS Opening of the "Tom Collins Shop" a new shop for men's Christmas gifts. Publicity: Evelyn Mandl, WI. 7-8200.	OPPENHEIM COLLINS	SECOND FL.- N.Y. FIRST FL. - B'KLYN
Now Going On	OPENING OF CHRISTMAS TOY DEPARTMENT Santa Claus will be seated on a throne and will present each child with a special balloon. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR

MUSIC...MOVIES...THEATRES...TELEVISION

- Monday
Nov. 29 METROPOLITAN OPERA PRESENTATIONS, METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
During the 1948-49 season, there will be a revival of 7 operas, and debut of nine new artists, six of them young American singers.
- Monday, Nov. 29: (OPENING) OTELLO (Verdi). Licia Albanese, Martha Lipton, John Garris, Clifford Harvuot. Conductor: Fritz Busch.
- Tuesday, Nov. 30: L'ELISIR D'AMORE (Donizetti). Bidu Sayao, Ferruccio Tagliavini, Giuseppe Valdengo, Inge Manski. Conductor: Giuseppe Antonicelli.
- Wednesday, Dec. 1: L'AMORE DEL TRE RE (Montemezzi). Dorothy Kirsten, Thelma Altman, Paula Lenchner, Robert Weede. Conductor: Giuseppe Antonicelli.
- Thursday, Dec. 2: GOETTERDAEMERUNG (Wagner). Helen Traubel, Paula Stoska, Martha Lipton, Lauritz Melchior, Herbert Janssen. Conductor: Fritz Stiedry.
- Friday, Dec. 3: IL TROVATORE (Verdi). Cleo Elmo, Stella Roman, Juissi Bjoerling, Jerome Hines. Conductor: Emil Cooper.
- Saturday, Dec. 4: (Mat.) MIGNON (Thomas). Rise Stevens, Marilyn Cotlow, James Melton, Osie Hawkins. Conductor: Wilfred Pelletier.
- Saturday, Dec. 4: (Eve.) RIGOLETTO (Verdi). Patrice Munsel, Jan Pearce, Conductor: Pietro Cimara. (Benefit of Hebrew National Orphan Home)
Publicity: Margaret Carson, PE. 6-1200.
- Thursday TELEVISION: "THE GLORIA SWANSON HOUR" STATION WPIX, CHANNEL 11
Dec. 2 Program includes: "Glamour On A Budget" sponsored by A.S. Beck, featuring
8:00 P.M.-Christmas gifts by the sponsor; "Fashion Trends", with Vera Maxwell showing
9:00 P.M. her new fashions; "Design for Living"; Christmas gifts for men selected by
Gloria Swanson. Fashion Coordinator: Kay Bardsley. Director: Dick Rose.
Publicity: Clint Bolton, MU. 2-1234.
- Saturday OPENING: "RED GLOVES" MANSFIELD THEATRE, 47TH WEST OF BROADWAY
Dec. 4 Jed Harris's production of the Jean Paul Sartre play adapted by Daniel
Taradash, starring Charles Boyer with Royal Beal and Horace MacMahon. Pro-
ducers: Jean Dalrymple and Gabriel Pascal. Sets by Stewart Chaney.
Publicity: Marian Graham, MU. 8-3847.
- Tuesday REVIVAL: "THE MEDIUM" AND "THE TELEPHONE" N. Y. CITY CENTER, 131 WEST 55 ST.
Dec. 7 The New York City Center (by arrangement with Chandler Cowles, Efrem
Zimbalist Jr. and Edith Lutyens) presents a revival of The Ballet Society's
musical drama "The Medium" with the short piece "The Telephone" as curtain
raiser. Book, music and lyrics for both pieces by Gian-Carlo Menotti.
Cast features Marie Powers with Evelyn Keller and Leo Coleman. Publicity:
Marian Graham, Jean Dalrymple, MU. 8-3847.
- Tuesday OPENING: "ANNE OF THE THOUSAND DAYS" SHUBERT THEATRE, 44TH WEST OF B'WAY
Dec. 7 The Playwrights' Company and Leland Hayward present Maxwell Anderson's play
about the married life of Anne Boleyn and Henry VIII. Starring Rex Harrison
and Joyce Redman with Percy Waram and John Williams. Director: Bretaigne
Windust. Setting: Jo Mielziner. Costumes: Motley. Publicity: William
Fields, CI. 5-7930.
- Thursday PREMIERE: "LET'S LIVE A LITTLE" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
Dec. 9 United California Productions, Inc. presents Hedy Lamarr and Robert Cummings
in a modern story of an advertising executive and his female psychiatrist.
Produced by Eugene Frenke and Robert Cummings. Director: Richard Wallace.
Costumes by Elois Jenssen. Released through Eagle Lion Films. Publicity:
Maggie Lawson, PL. 7-1600.